

Fig. 1

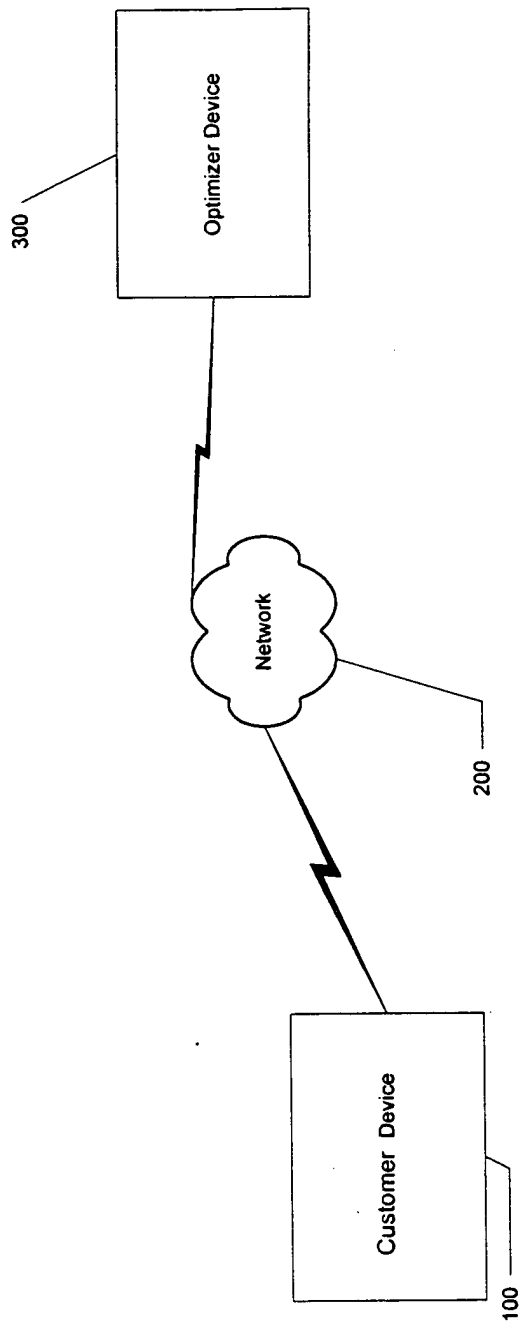


Fig. 2

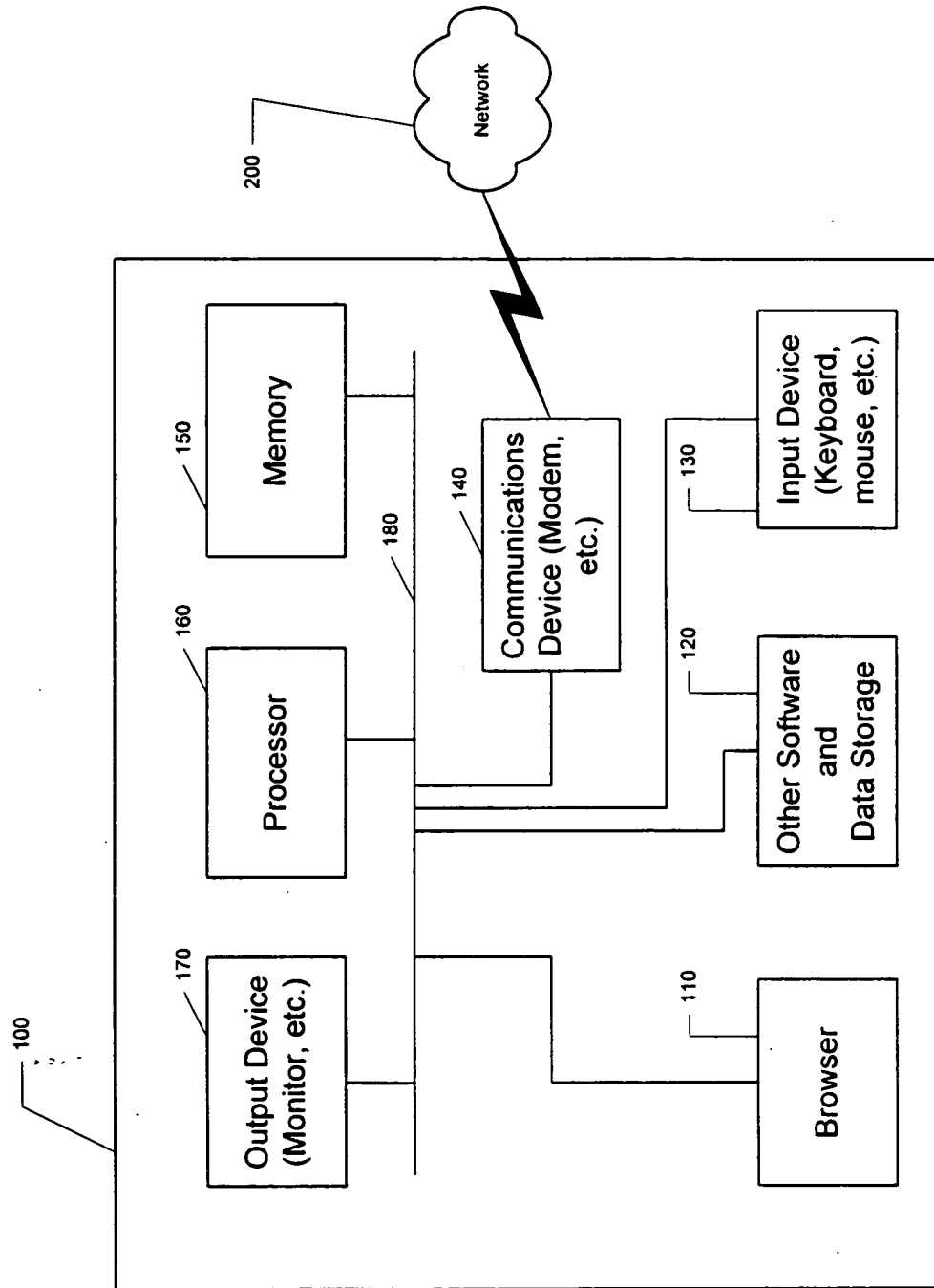
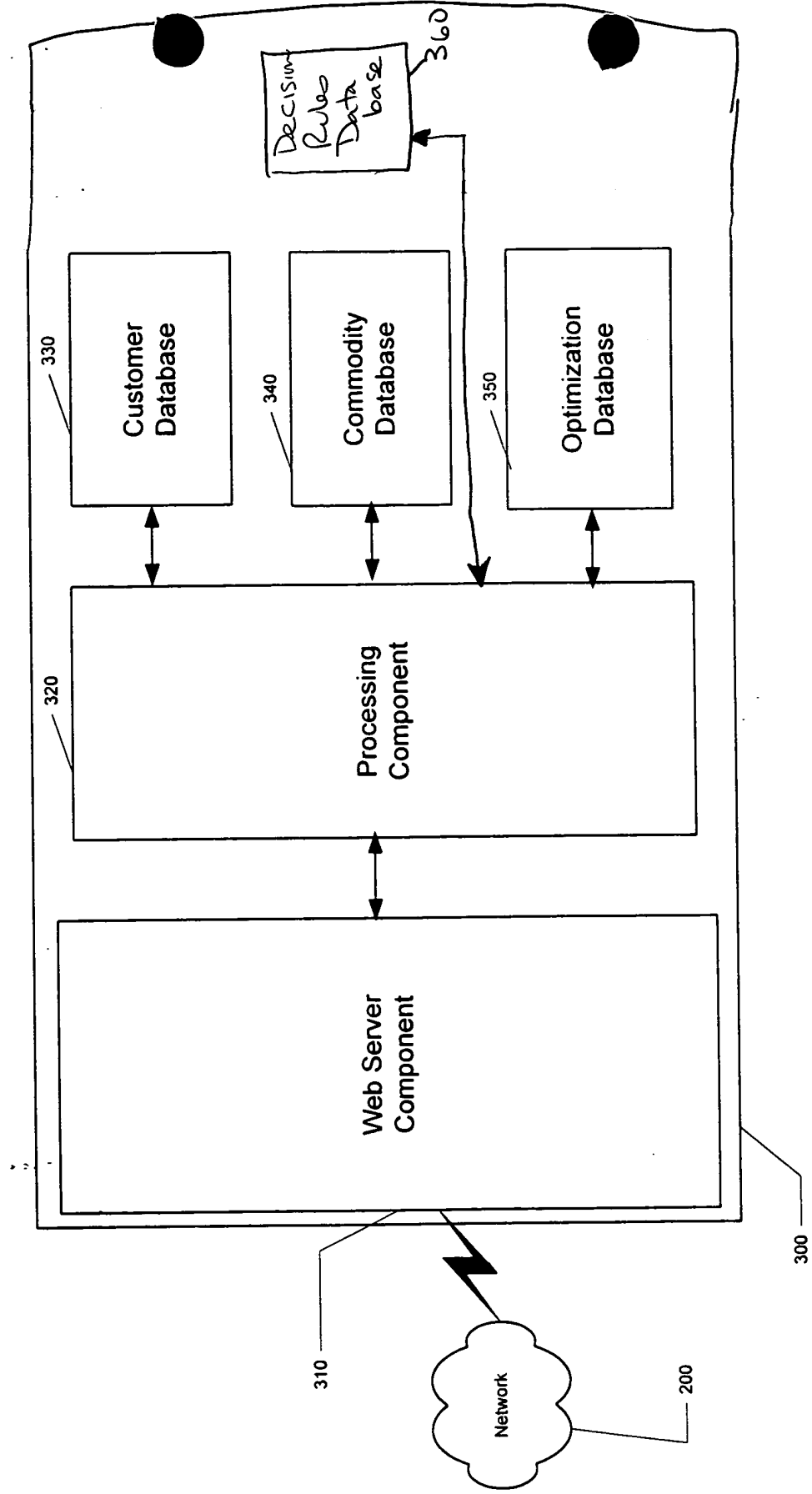


Fig. 3



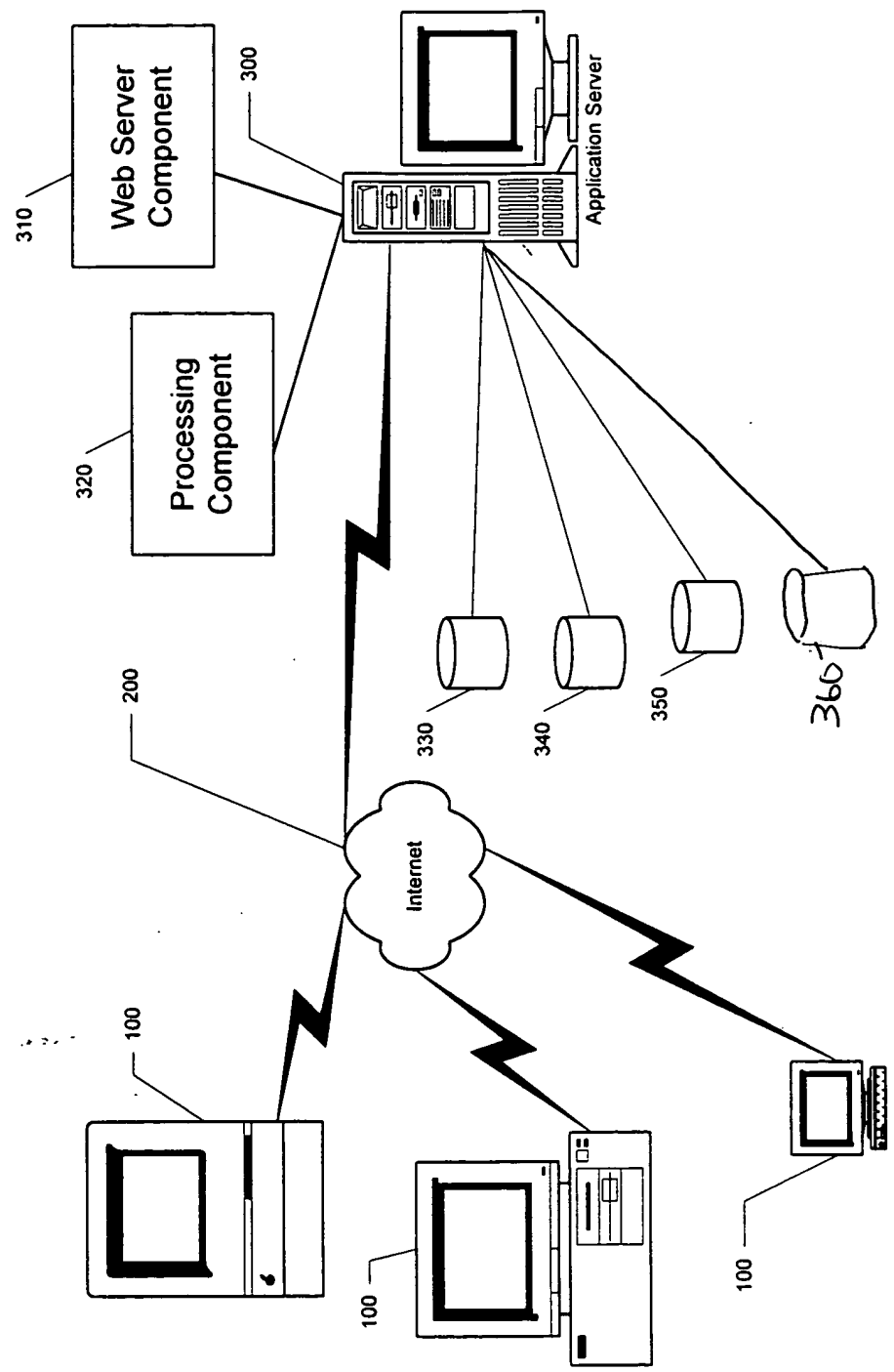


Fig. 5

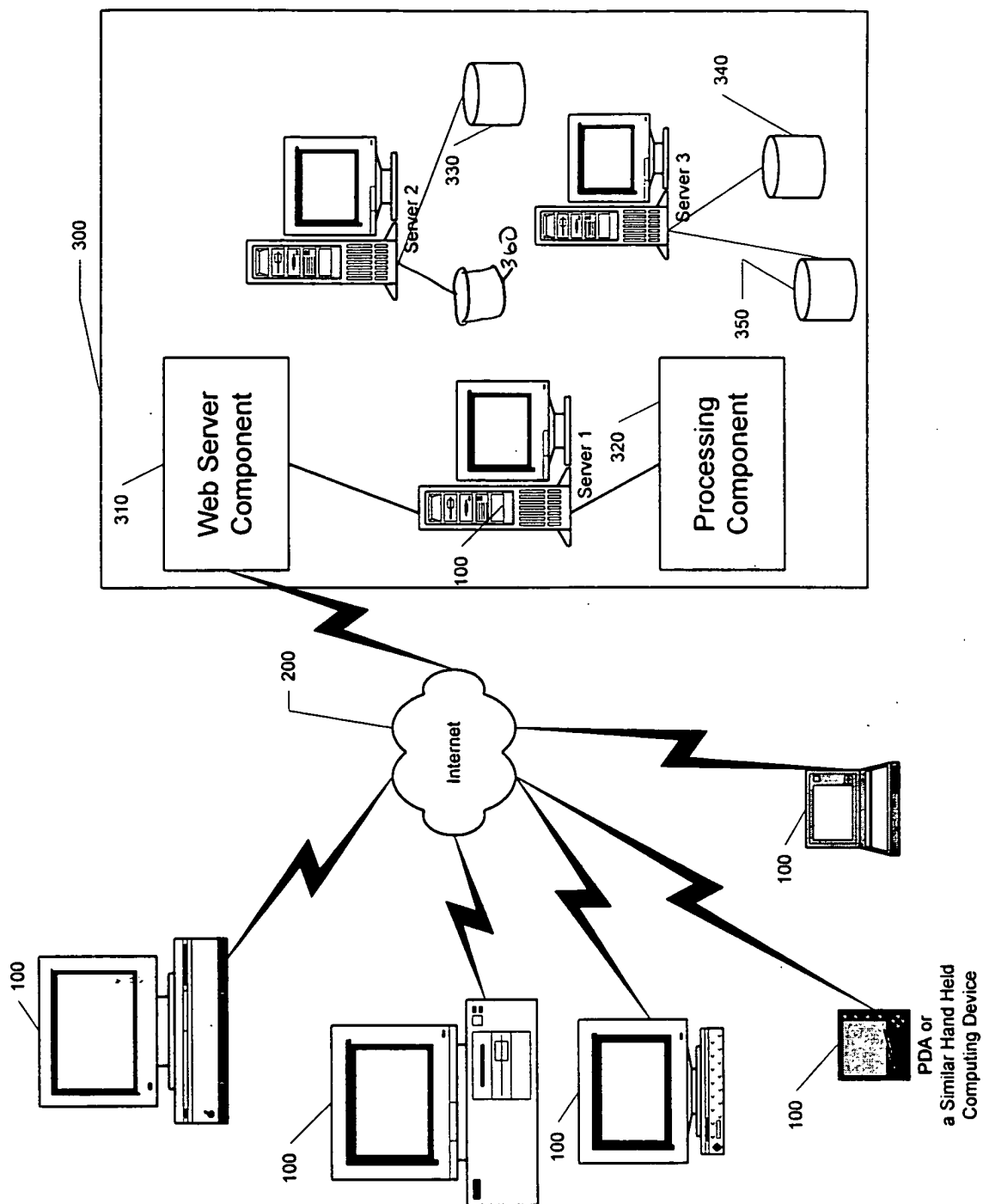


Fig. 6

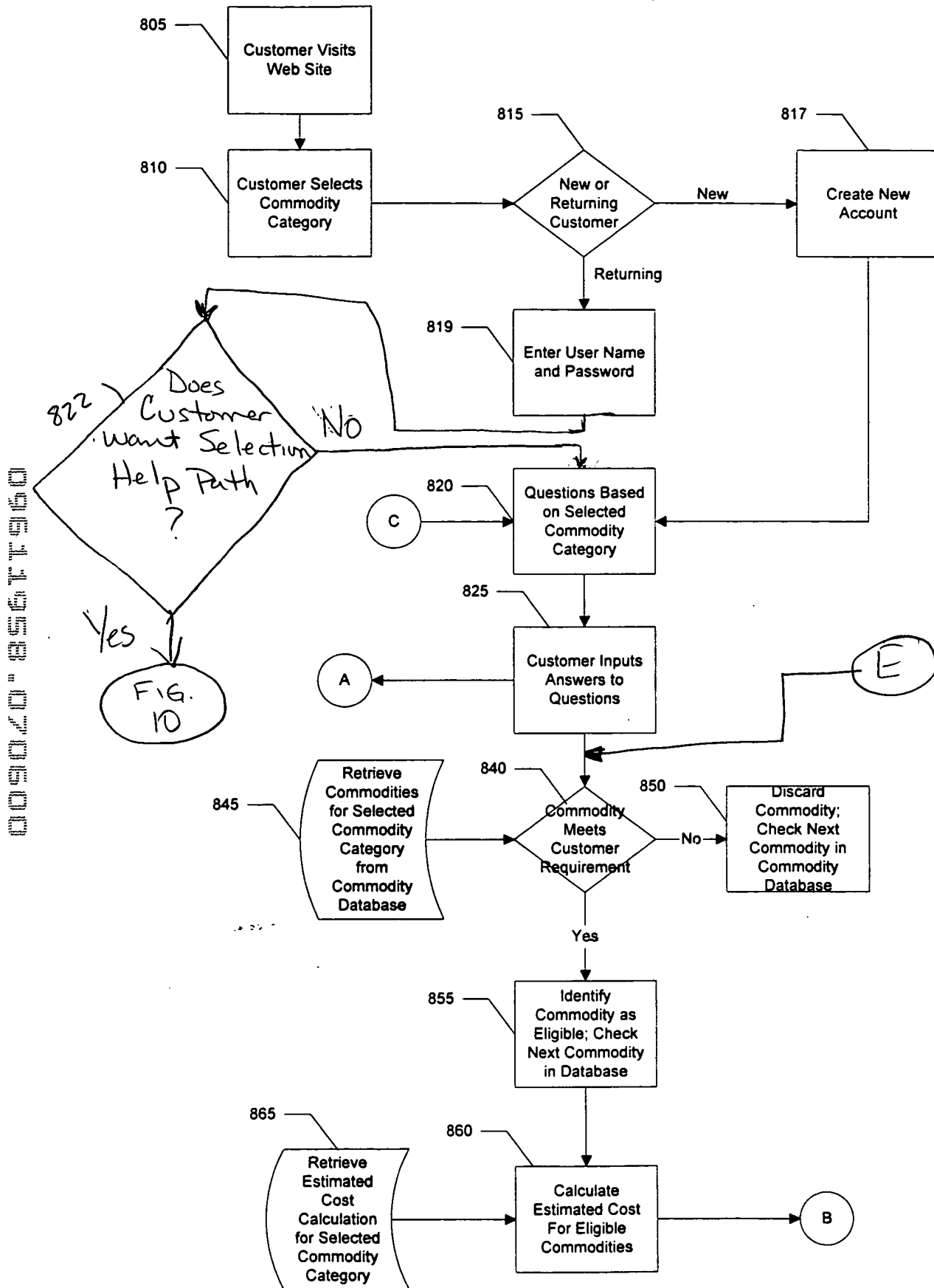
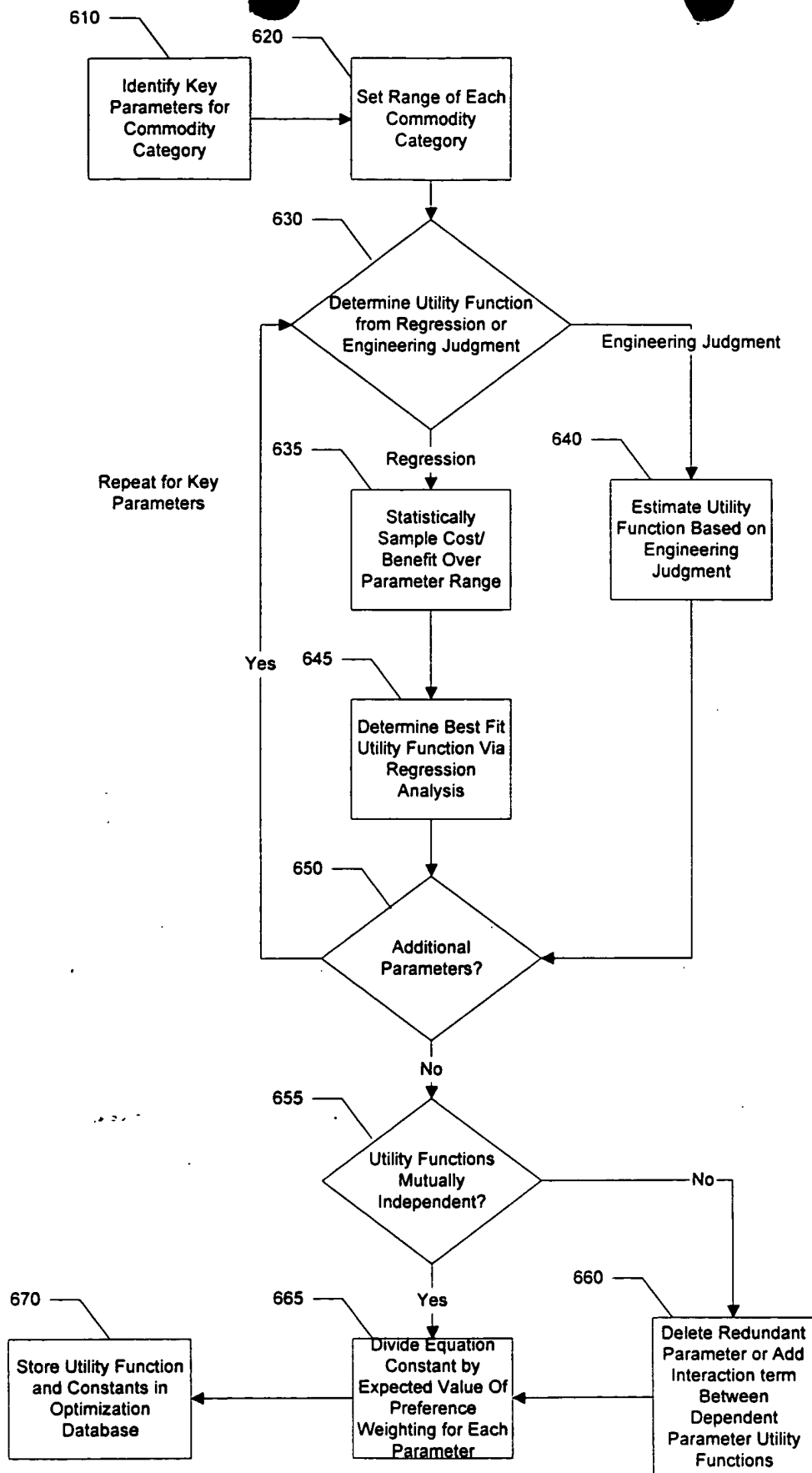


Fig. 7



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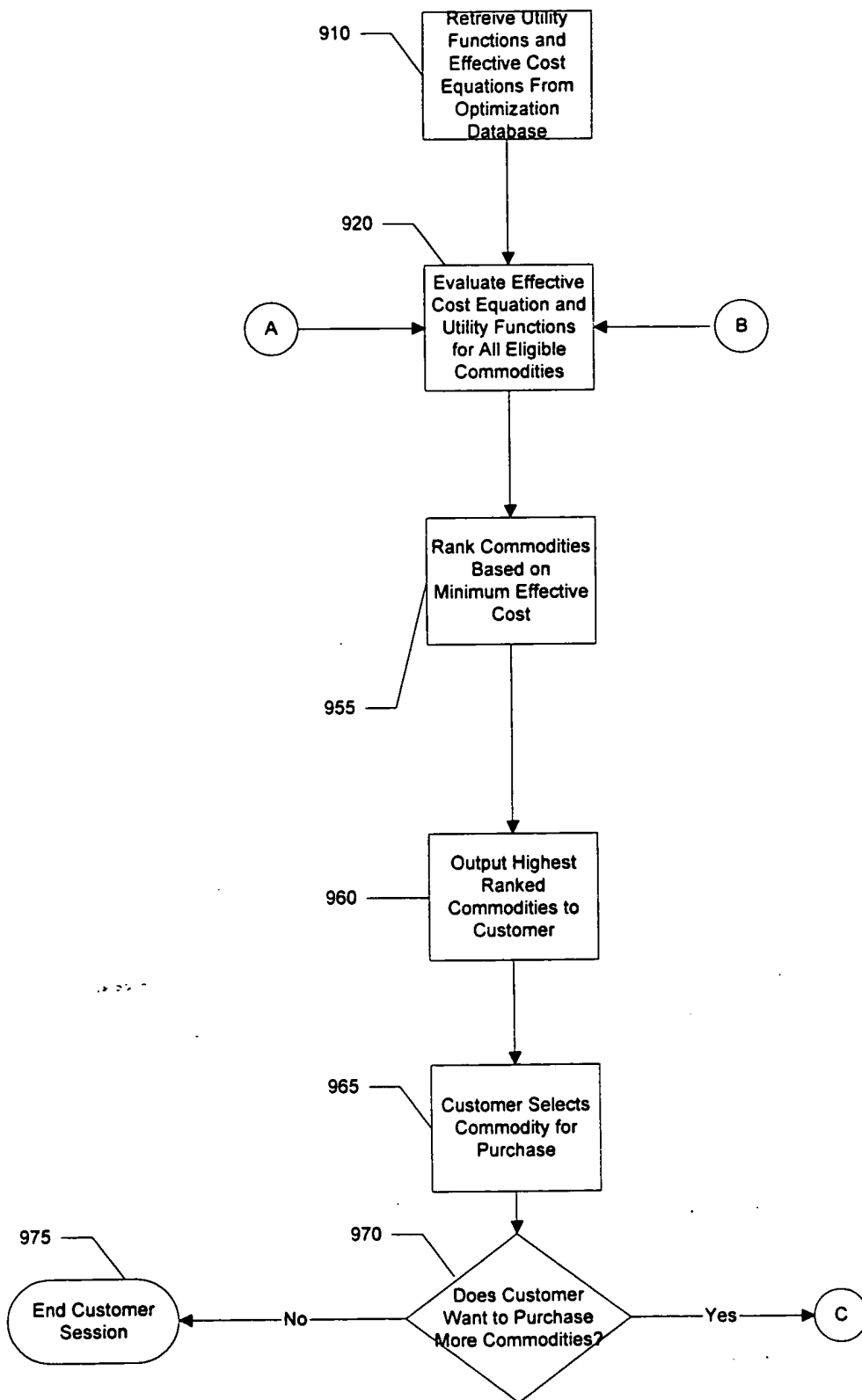
[illegible]

## Internet Survey

- 1) Compared to an ISP (ISP) that ranked average in a national quality survey (where quality represents content, customer service and reliability), how much more or less would you expect to pay (\$/month) for a ISP that:
  - ranked in the top 20% nationally \_\_\_\_\_
  - ranked 10-30% above average nationally \_\_\_\_\_
  - ranked 10-30% below average nationally \_\_\_\_\_
  - ranked in the bottom 20% nationally \_\_\_\_\_
- 2) Assuming you currently connect to the Internet by dialing up through your phone line (56K Modem), how much more would you be willing to pay (\$/month) for a connection that:
  - downloads content from the web 2 time faster \_\_\_\_\_
  - downloads content from the web 10 times faster \_\_\_\_\_
  - downloads content from the web 20 times faster \_\_\_\_\_
  - downloads content from the web 100 time faster \_\_\_\_\_
- 3) How much of this additional premium from 3) would you be willing to pay as a one time up front cost (\$ for equipment, installation, activation, etc). for a connection that:
  - downloads content from the web 2 time faster \_\_\_\_\_
  - downloads content from the web 10 times faster \_\_\_\_\_
  - downloads content from the web 20 times faster \_\_\_\_\_
  - downloads content from the web 100 time faster \_\_\_\_\_
- 4) Assuming you currently have one email account through your current ISP, how much more would you be willing to pay (\$/month) for:
  - 1 additional EMAIL accounts \_\_\_\_\_
  - 2 additional EMAIL accounts \_\_\_\_\_
  - 5 additional EMAIL accounts \_\_\_\_\_
  - 10 additional EMAIL accounts \_\_\_\_\_
- 5) Assuming you currently do not have any personal disk storage space (for file storage and personal web-sites) through your current ISP, how much more would you be willing to pay (\$/month) for:
  - 1 Mbyte of disk storage space (store 10 content rich web pages, or a video clip) \_\_\_\_\_
  - 2 Mbytes of disk storage \_\_\_\_\_
  - 3 Mbytes of disk storage \_\_\_\_\_
  - 5 Mbytes of disk storage \_\_\_\_\_
  - 10 Mbytes of disk storage \_\_\_\_\_
- 6) Compared to a ISP that required no time commitment for a contract to provide Internet service, how much less (\$/month) would you expect to pay for a plan that requires a:
  - 3 month commitment \_\_\_\_\_
  - 6 month commitment \_\_\_\_\_
  - 1 year commitment \_\_\_\_\_
  - 2 year commitment \_\_\_\_\_

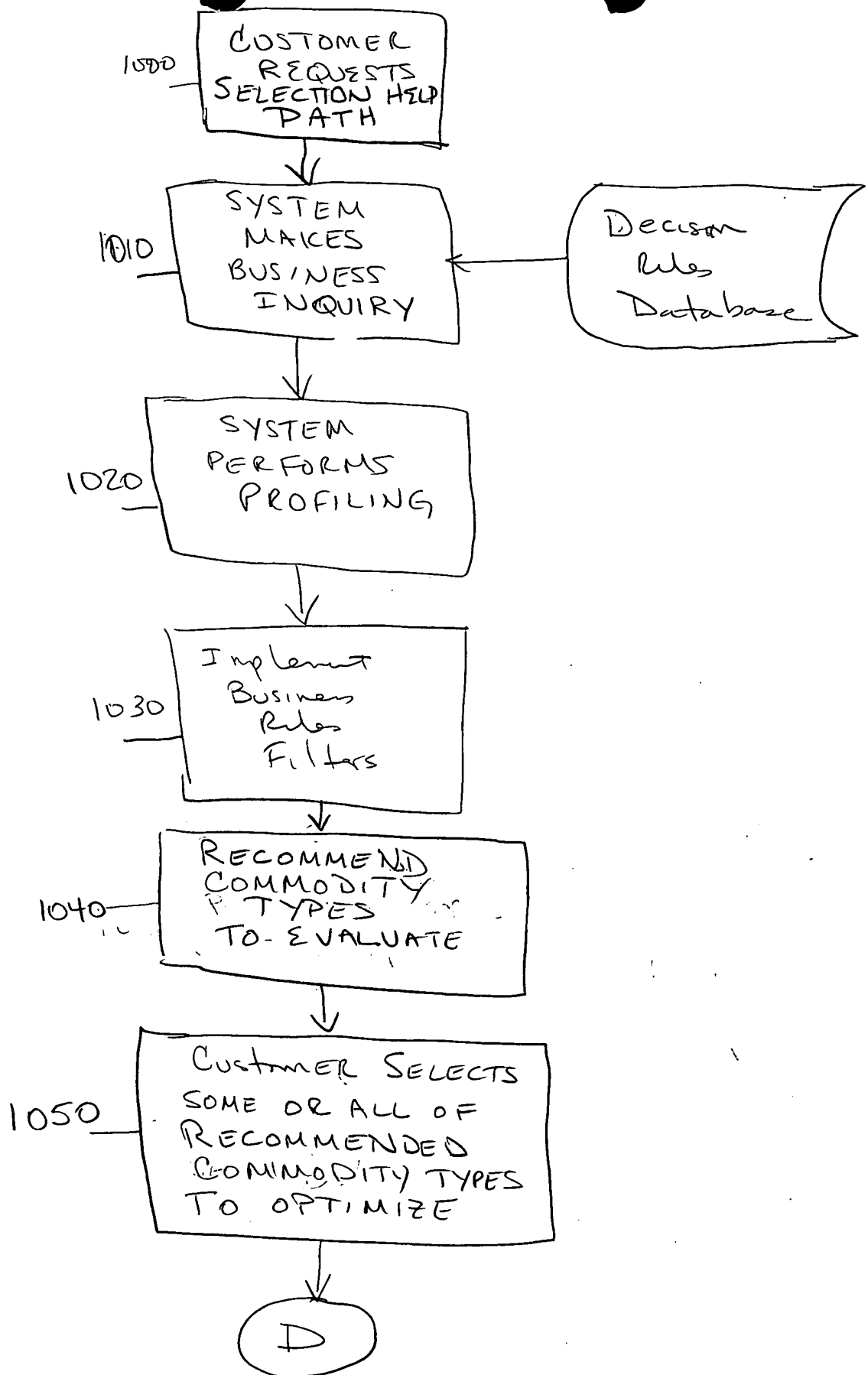


Fig. 9



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FIG 10



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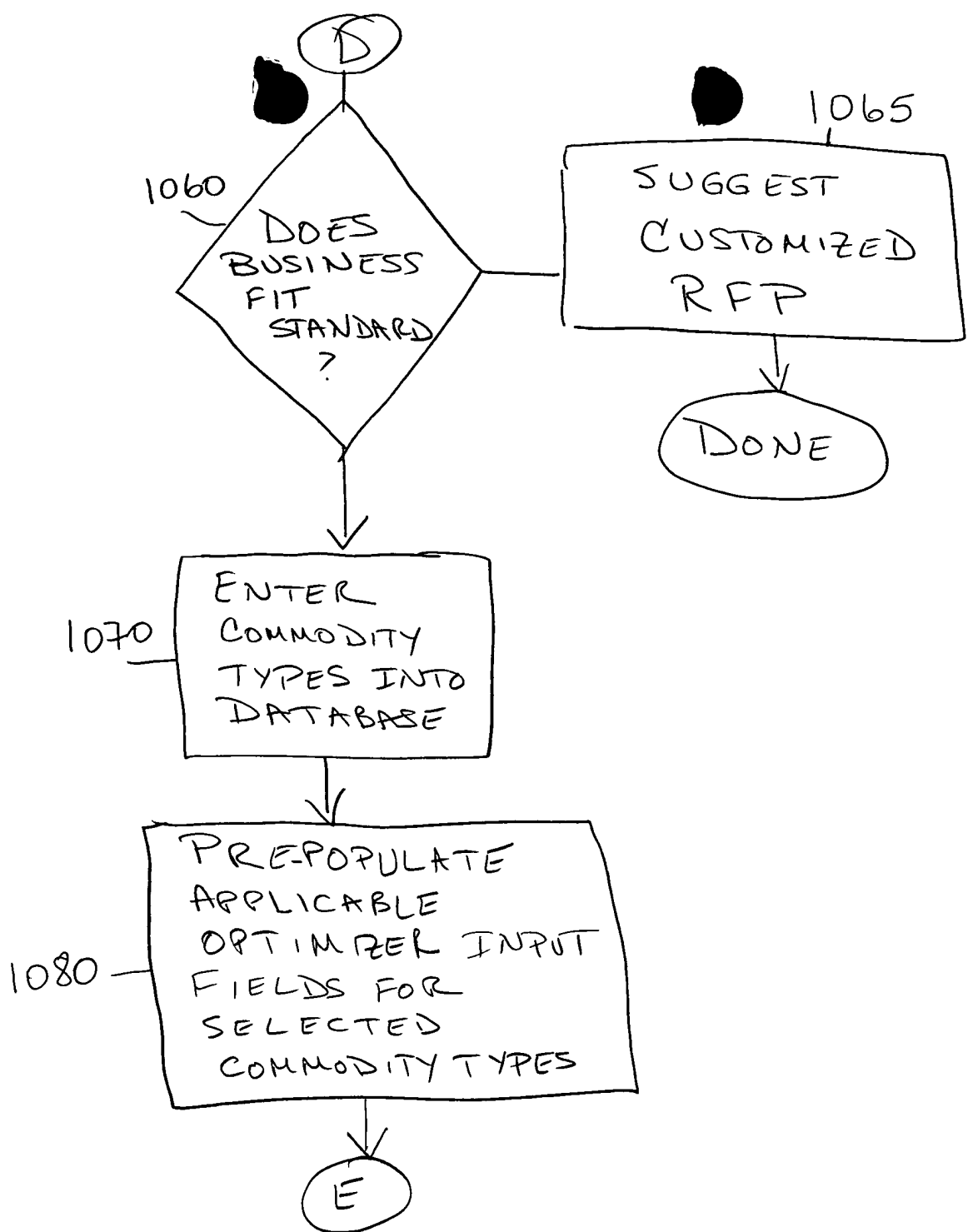


FIG 10